

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: (e.g. September 30, 20XX-September 29, 20XX)	Final Report
Authorized Representative Name:	Jennifer Papa
Authorized Representative Phone:	973-800-8197
Authorized Representative Email:	jenniferpapa@city-green.org
Recipient Organization Name:	City Green
Project Title as Stated on Grant Agreement:	City Green Existing EBT Farmers' Market and Mobile Market Food Desert Program
Grant Agreement Number: (e.g. 14-FMPPX-XX-XXXX)	14-FMPPX-NJ-0113
Year Grant was Awarded:	2014
Project City/State:	Passaic, NJ
Total Awarded Budget:	\$ 94,980

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

X Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: To expand City Green’s three existing Farmers’ Markets in Paterson, Passaic and Clifton by adding fruit and egg vendors thereby increasing the variety and quantity of farm fresh produce available to our low-income customers, many of which spend federal food nutrition assistance dollars at our market which are doubled with our Double Value Coupon incentive program.
 - a. Progress Made: City Green successfully expanded the existing farmers’ markets in Paterson, Passaic and Clifton over the course of the spring and summer 2015. The season ended in mid-November with the participation of three farms selling eggs, fruit, and honey. Each farm committed to and delivered on their commitment to continue their presence at the markets in the 2016 growing season. Once again, our model of staffing farm-stands with high school interns during the summer was successful: it expanded the capacity of farms to sell produce at new markets, offered concrete work experience to high school interns, and increased access to fresh healthy local food to low-income urban communities.
 - b. Impact on Community: The project allowed for two years of expanded farmers’ market opportunities in Paterson, Passaic and Clifton. These programs increased the variety and quantity of farm fresh produce available for low-income consumers. Many of our customers were delighted to use their federal food nutrition assistance dollars towards the purchase of local eggs, honey, or local fruit. High school interns gained job skills, improved their understanding of the local food movement, and built their prospects for future employment in customer service, food, or public health occupations. The impact of the program continues past the project with the return of experienced interns to work with City Green in the summer 2017. Also, the viable markets in Paterson, Passaic, and Clifton have grown to have steady customer bases and have drawn the attention of additional farms for the coming seasons.
 - ii. Goal/Objective 2: To create a greater marketing presence for our existing mobile market in Paterson with a “Veggie Mobile” to attract more market customers in the highest risk neighborhoods with the least access to affordable farm fresh produce.
 - a. Progress Made: The Veggie Mobile made incredible inroads to the northern NJ neighborhoods in 2016. City Green leased the refrigerated vegetable truck in the fall of 2015. It began several fall mobile market stops with fall vegetables from the City Green farm. A full list of veggie Mobile stops was planned for the 2016 growing season. We are delighted to report that the Veggie Mobile was a terrific success. By the end of the 2016 season, we made stops at 19 sites in 8 cities across 2 counties. Locations visited are:
 - Bloomfield Municipal Building
 - Daughter’s of Miriam
 - Horizons at Scales Plaza
 - Clifton City Hall

Hofstra Park
Wayne Health Fair
Little Falls
South End Montclair Business District
Glenfield Park
Passaic City Hall
St. Michael's Cathedral
Wayne Sheriff's Office
Freedom Village
Governor Towers
The Heritage
Riverside Vets
Passaic County Community College
Paterson Great Falls

The Veggie Mobile operated from June till November, spending 52 days out on the road. It made 1 to 3 stops per market day with visits ranging from 30 minutes to 2 hours. The frequency of the visits ranged from one-time to every week.

b. Impact on Community: We kept careful records of the impact of the Veggie Mobile sales throughout the summer. For the 2016 season, we served 956 customers. We were able to serve our customers with redemptions of federal benefits at the following rate:

407 Cash Customers
123 Senior FMNP Customers
358 WIC FMNP Customers
53 SNAP Customers
15 WIC CVV Customers

Our data shows that 56% of veggie Mobile customers paid with federal benefits in 2016 helping us to understand the high demand for farm fresh food among low-income families.

In addition to these figures, our survey results showed the following conclusions:

The Veggie Mobile provided

- Improved access to fresh foods and health screenings
- Increased access for seniors to an opportunity to use their FMNP vouchers
- Increased access to farm fresh vegetables for entire community
- Education and promotions of healthy eating healthy
- Education to seniors about organic veggies
- Greater access for the seniors to fruit and veggies bringing the community to the seniors who are not able to get out into the community.
- Increased local fresh fruits & vegetables to our Senior community
- Increased access to local fresh fruits & vegetables to our WIC recipients
- Increased affordability of healthy food for seniors

- iii. Goal/Objective 3: To start two new farmers' markets, one at the Passaic County Plaza in Paterson adjacent to the County's Social Services building and Courthouse; the other in

the city of Passaic's Third Ward Park in partnership with the City of Passaic and the Third Ward Neighborhood Association to serve residents on the opposite side of the city from City Green's existing Passaic City Hall Market – both to create even greater access to healthy nutritious food. City Green will implement our nutrition incentive program at both new markets in addition to continuing to do so at our existing markets.

a. Progress Made: City Green finished the 2016 market season with a successful market in the Passaic County Pedestrian Plaza. While the Passaic Third Ward Park market did not reopen in 2016, City Green was happy to see increased demand for a farm stand at the Passaic City Hall Market. We increased the size of the City Hall Market with farm produce including honey, eggs, and orchard fruits.

b. Impact on Community: The successful markets in Passaic and Paterson impacted the community not only by providing greater access to farm fresh vegetables and fruit, but it also became the hub of health-related promotions, including healthcare vendors. We also saw increased support from city officials with the attendance of weekly music performances in cooperation with a local university.

iv. Goal/Objective 4: To increase job opportunities and support economic development by bringing the vibrant presence of farmers' markets into these underserved inner-city neighborhoods.

a. Progress Made: In both 2015 and 2016, the presence of the City Green Farm Stands and the Veggie Mobile stops contributed to the economic development of the urban areas on Paterson and Passaic. Over the two-year span of the grant, City Green provided summer job opportunities to 6 high school students and 2 college intern. The markets contributed to increased pedestrian traffic at each market location. Local businesses and farms also benefited from the project through their arrangements to sell products (eggs, honey, fruit) at the city Green market stops.

b. Impact on Community: Each of the interns who completed the summer assignment with the City Green Veggie Mobile was awarded a certificate of completion and participated in end of season recognition harvest dinner. These young people recognized the tremendous impact of the experience on their understanding of the impact of food on public health, their awareness of how increased access to healthy food changes families in low-income areas. They also recognized the improvement of their own employability through increased job readiness, and the beginnings of a solid resume. Each participant in the project felt directly connected to making a difference in their own communities.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.

- i. Number of direct jobs created: 1 market consultant; 6 high school interns over 2 years; 1 urban beekeeper; 1 market manager
- ii. Number of jobs retained: Due to the seasonal flow of farmers' markets, the jobs were not retained for the year but will be offered again in June 2016.
- iii. Number of markets expanded: 2

- iv. Number of new markets established: 19 (Veggie Mobile Stops)
 - v. Market sales increased by \$2000 and increased by 20%.
 - vi. Number of farmers/producers that have benefited from the project: 4
 - a. Percent Increase:
3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
 Yes. By expanding our Veggie Mobile stops to include 19 stops in 8 communities in 2 counties, we reached a greater number of customers that we had originally anticipated.
4. Discuss your community partnerships.
- i. Who are your community partners? Our community partners on the project include the municipal leaders of Passaic and Paterson and the leaders of the community organizations at which our Veggie Mobile stops.
 - ii. How have they contributed to the overall results of the FMPP project? Their contributions to the FMPP project have been to reply promptly to our evaluation materials providing valuable feedback to the impact of our program on their participants or community members. The municipal leaders of Passaic and Paterson have enhanced our project by adding music programs, conducting additional market outreach, and pushing our agenda among their citizens.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The partners we have made in the course of this project will remain with us in future years as we continue to serve the farmers markets and Veggie Mobile stops that have been established in this project.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?
 City Green used the services of a Farmers' Market Consultant to support the development of the Third Ward Park Association in their effort to launch a community farmers' market. The Passaic Third Ward Park market opened in summer 2015 but lasted for a short 4 weeks and gained a moderate level of community attention. Despite six months of planning meetings, the Third Ward Park Neighborhood Association had not fully realized the commitment of the launching a new market. As their understanding grew throughout the planning meetings with the farmers' market consultant and the ongoing communication with the Passaic Recreation department, their commitment to the project waned. The project did not generate enough support from community members to keep the project going for a second year. The group failed to continue winter planning meetings after the short market ended.
6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? The results of the 2016 Veggie Mobile activity have been published through a PowerPoint presentation to stakeholders. The presentation captures the data from the year of activity and the survey results from the assessment done on the project. The data collected from the project is published on the City Green website and included in our annual report. We have shared the information with the municipal leaders in the Paterson, Passaic, and in the towns that host a Veggie Mobile stop. We are particularly excited to share results with our donors as a way to leverage future philanthropic giving.

- ii. To whom did you publicize the results? It was presented at a Stakeholder Meeting attended by one representative from each partner agency. The results were shared with municipal leaders that were host to Veggie Mobile stops, and with leaders of partner organizations.
 - iii. How many stakeholders (i.e. people, entities) did you reach? 48
- *Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item). Attached.
- 7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? In the process of sharing data about our project, we consistently asked for feedback and collected the testimonials included below. In addition, we conducted a project survey and collected satisfaction data on the project, asking specifically about time of day, day of the week, veggie selection, prices, veggie mobile setup, fruit selection, food demos, and visit frequency.
 - ii. What feedback was relayed (specific comments)? Overall feedback on the project was positive. Most Veggie Mobile partners requested more stops with greater frequency. We received the following testimonials:
 - 1) The Veggie Truck is an amazing option for tons that do not currently have farmers markets. Bloomfield can not wait for June, 2017 to have the veggie truck here on a regular basis. Thank you City Green. –Bloomfield City Hall
 - 2) The City of Clifton was thrilled to have City Green's Veggie Mobile visiting the municipal complex each week this past growing season. Employees and residents loved the fresh fruit and vegetables and enjoyed talking to staff about how to prepare the different items. We look forward to the Veggie Mobile visiting again next year. –City of Clifton
- 8. Budget Summary:
 - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: X
 - ii. Did the project generate any income? Yes.
 - a. If yes, how much was generated and how was it used to further the objectives of the award? In 2014, the program generated \$9,982. In 2015, the program generated \$12,045. This income was generated through sale of vegetable produce. These funds were used to purchase seeds and farm supplies at the City Green Urban Farm.
- 9. Lessons Learned:
 - i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
We suggest the following three lessons learned:
 - 1) The appetite for a mobile fresh food market is high and communities of all stripes are eager for the unique, innovative program to visit with a blast of freshness from the farm.
 - 2)

- 3) Delivering farm fresh food to low-income communities is significantly more impactful if the farmer or farm stand is equipped to accept federal food benefits
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: The single goal that was not achieved was that of launching a new farmers market in Third Ward Park. We knew that the project would take dedicated community support, and hoped that the evidence we saw of that would prove to be enough to make the project a reality. However, we learned that starting community farmers' markets is difficult and relies on dedicated volunteers with community support to become a viable part of a community. We learned that sometimes a community is not ready for the commitment required of a farmers market project.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: The launch of the Veggie Mobile project required some administrative hurdles that could be important to convey to others. Our process of designing, shopping, purchasing, and insuring the veggie mobile took longer than we expected, but the dedicated attention to the project paid off and we are now delighted to have a successful mobile market that is part of many communities.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
The results of the project have proven to us some important lessons, including the viability of a Veggie Mobile in low-income communities and the commitment of Passaic and Paterson to local food. Both of these lessons are the foundation of a long relationship. City Green has built a committed customer base and solid relationships with municipalities over the two years of the grant. We know that our outreach efforts are effective and will continue to draw customers to our markets and our Veggie Mobile stops.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
Our future activities for this project are to continue with market growth and with delivering additional Veggie Mobile stops in additional low-income communities in our region.